



Department of Defense INSTRUCTION

NUMBER 5040.7

September 7, 2001

ASD(PA)

SUBJECT: Visual Information (VI) Production Procedures

- References:
- (a) [DoD Directive 5040.2](#), "Visual Information (VI)," December 7, 1987
 - (b) Executive Order 12951, "Release of Imagery Acquired by Space-Based National Intelligence Reconnaissance Systems," February 24, 1995
 - (c) [DoD Directive 5122.5](#), "Assistant Secretary of Defense for Public Affairs (ASD(PA))," September 27, 2000
 - (d) [DoD Instruction 5230.29](#), "Security and Policy Review of DoD Information for Public Release," August 6, 1999
 - (e) through (g), see enclosure 1

1. PURPOSE

This Instruction implements policy, assigns responsibilities, and prescribes procedures under reference (a) for the creation, acquisition, and life-cycle management of DoD Visual Information (VI) productions.

2. APPLICABILITY

2.1. This Instruction applies to the Office of the Secretary of Defense (OSD), the Defense Agencies, and the DoD Field Activities.

2.2. This Instruction does not apply as provided at enclosure 3, Exclusions and reference (b).

3. DEFINITIONS

Terms used in this Instruction are defined in enclosure 2.

4. POLICY

It is DoD Policy that:

4.1. New DoD VI productions shall not unnecessarily duplicate the message content of existing DoD VI productions.

4.2. DoD VI productions shall be created, acquired, managed, and controlled in such a way as to ensure they can be and are used to satisfy as many different communication requirements as practical.

4.3. DoD VI productions shall be created or acquired only where the unique communicative properties of the VI production medium are required to satisfy communication requirements.

4.4. Creation or acquisition of DoD VI productions whose cost is projected to exceed, or at any time actually exceeds \$100,000, shall proceed only with the concurrence of the Assistant Secretary of Defense for Public Affairs (ASD(PA)).

4.5. DoD VI productions shall be made available to the general public unless there is a legal, security, or other compelling reason not to do so.

4.6. The effectiveness of DoD VI productions shall be evaluated after their distribution and use. The complexity and cost of evaluation shall be proportionate to the cost of creation or acquisition and to program impact.

4.7. DoD VI productions shall be removed from the DoD inventory when their use is no longer required or desired.

5. RESPONSIBILITIES

5.1. The Assistant Secretary of Defense for Public Affairs shall:

5.1.1. Establish and monitor the implementation of policies and procedures for the creation, acquisition, and life-cycle management of DoD VI productions.

5.1.2. Review and concur or non-concur with VI productions whose cost is projected to exceed or actually exceeds \$100,000.

5.1.3. Establish and implement such DoD VI production management or control measures as may be required to minimize duplication of effort and inappropriate use of the VI production medium.

5.1.4. Collect and disseminate information about existing VI productions in order to minimize duplication of effort and maximize use of existing productions to satisfy new communication requirements.

5.1.5. Manage the Defense Automated Visual Information System.

5.1.6. Manage the inventory of those DoD VI productions that are appropriate for use by more than one Component.

5.1.7. Periodically and randomly screen productions created or acquired by the DoD Components to maintain awareness of the subject matter, quality, appropriateness, and other characteristics of such productions.

5.1.8. Appoint a DoD VI Production Manager who shall assist, guide, and support organizations within or under the cognizance of OSD in the creation, acquisition, and life-cycle management of VI productions.

5.1.9. Periodically seek Office of Primary Responsibility (OPR) review of productions held in the DoD inventory in order to determine if those productions for which the OPR is responsible reflect current policies and procedures.

5.2. Under the authority established by reference (c), the OSD Principal Staff Assistants shall ensure compliance with this Instruction.

6. PROCEDURES

The following procedures shall be followed by organizations within or under the cognizance of OSD to create or acquire DoD VI productions.

6.1. Defense Automated Visual Information System (DAVIS) Search

6.1.1. Before formally requesting creation or acquisition of a new DoD VI production, the OPR shall determine, by conducting a search of the DAVIS database, if VI productions that satisfy the OPR's communication requirement already exist.

6.1.2. DAVIS can be accessed and searched via the Defense Visual Information (DVI) Home Page at <http://dodimagery.afis.osd.mil/>.

6.1.3. Existing DoD VI productions can be ordered online from within DAVIS. Online orders are submitted directly to the Joint Visual Information Services Distribution Activity.

6.2. Production Decision Logic Table (P-DLT) Completion

6.2.1. If VI productions that satisfy the OPR's communication requirement do not already exist, the OPR shall complete a P-DLT. The P-DLT is an online aid for discriminating between appropriate and inappropriate use of the VI production medium. It is used to determine whether or not the unique communicative properties of the VI production medium are required to convey particular types of messages, under particular circumstances.

6.2.2. The P-DLT can be accessed and completed online via the DVI Home Page at <http://dodimagery.afis.osd.mil/>.

6.2.3. OPRs can print a P-DLT Report after completing the P-DLT. This report is a mandatory attachment to DD Form 1995, "Visual Information Production Request and Report."

6.3. DD Form 1995, "Visual Information Production Request and Report"

6.3.1. If the P-DLT indicates use of the VI production medium is appropriate, the OPR shall complete a DD Form 1995. This online and paper form is used to initiate VI productions and manage their life cycle. An alphanumeric "access key" protects existing online records. An automated process creates the key and provides it to the initiator when a new online record is established.

6.3.2. Examples of properly completed DD Forms 1995 are at enclosure 4. Blank forms are available through normal publication channels. The DD Form 1995 can also be accessed and completed online via the DVI Home Page at <http://dodimagery.afis.osd.mil/>.

6.3.3. The OPR shall:

6.3.3.1. Complete Section I of DD Form 1995.

6.3.3.2. Attach a P-DLT Report and submit the form to the Supporting VI Activity. The Defense Visual Information Directorate, American Forces Information Service, Office of the Assistant Secretary of Defense for Public Affairs, is OSD's Supporting VI Activity.

6.3.4. The Supporting VI Activity shall:

6.3.4.1. Complete Section II of DD Form 1995.

6.3.4.2. Calculate Projected Production Cost in accordance with the rules at subparagraphs 6.3.5. and 6.3.6.

6.3.5. Projected and Final Production Cost, Sections II and III, DD Form 1995, shall include:

6.3.5.1. All those commitments and obligations wholly and solely attributable to a production's creation or acquisition.

6.3.5.2. The costs of any presentation services, equipment, or facilities specifically purchased or leased to exhibit a production.

6.3.6. Projected and Final Production Cost, Sections II and III, DD Form 1995, shall not include:

6.3.6.1. Commitments and obligations, such as those for military or Federal civilian pay, or for operation and maintenance of an in-house studio, which typically benefit more than one production or other undertaking.

6.3.6.2. The costs of reproduction and distribution.

6.4. Over \$100,000 Concurrence

6.4.1. If and when the projected or actual cost of a DoD VI production rises above \$100,000, the OPR and production activity shall halt spending on the production and request the ASD(PA)'s concurrence with the production's continuation and completion. Concurrence is required regardless of the production's purpose, subject matter, intended audience, distribution method, presentation format, scope, security classification, perishability, or production source, except as provided at enclosure 2.

6.4.2. Requests for ASD(PA) concurrence shall include:

6.4.2.1. A detailed description of the VI production's communication goal, amplified beyond the Purpose and Description/Synopsis blocks of DD Form 1995.

6.4.2.2. A statement indicating how the VI production will be employed, e.g., multiple large-screen projection presentations in theater-type settings over a 6-month period; the number of persons expected to view it; and a description of those persons, e.g., civilian employees of depot-level maintenance facilities.

6.4.2.3. A summary of the production's budget.

6.4.2.4. A justification of the production's cost.

6.4.2.5. A script or fully developed treatment.

6.4.2.6. ADD Form 1995 completed through Section I, with a P-DLT Report attached.

6.5. Cancellation. If an OPR must cancel a DoD VI production before it is completed, the OPR shall immediately notify the appropriate production activity, in writing.

6.6. Clearance for Public Release

6.6.1. To provide timely access to and wider usage of DoD VI productions, the OPR shall seek clearance for public release immediately upon a production's completion, unless there is a compelling reason not to do so.

6.6.2. Clearance for public release shall be sought in accordance with reference (d).

6.7. Post-Distribution Effectiveness Evaluation

6.7.1. After the intended audience has seen a DoD VI production, and preferably no more than 120 days after initial distribution, the OPR shall conduct an effectiveness evaluation. This evaluation shall assess, either through measurements or anecdotally, the extent to which the production achieved its communication objectives.

6.7.2. Random pre- and post-screening survey is generally an appropriate effectiveness evaluation methodology. However, in selecting a methodology, the OPR should ensure the complexity and cost of evaluation is in proportion to the cost of creation or acquisition, and to program impact.

6.7.3. The online Post-Distribution Evaluation (PDE) Instrument may be used to guide post-distribution effectiveness evaluation, and to record the results. The PDE Instrument can be accessed and completed via the DVI Home Page at <http://dodimagery.afis.osd.mil/>.

6.7.4. Effectiveness evaluations often produce lessons learned. These lessons are of value only if shared. Therefore, OSD OPRs are encouraged to post lessons learned to the VI Productions Conference of the online Defense Visual Information Discussion Forums. The Forum can be accessed and entries posted via the DVI Home Page at <http://dodimagery.afis.osd.mil/>.

6.8. Maintenance and Currency Review

6.8.1. Completed DoD VI productions shall be maintained in accordance with reference (e) and any instructions or records schedules issued under its authority.

6.8.2. Maintenance shall include periodic currency review. The purpose of currency review is to determine if a production's content continues to reflect policies and procedures that are current. Periodically reviewing a production to make this determination is the responsibility of the OPR that created or acquired the production.

6.8.3. Initial currency review shall be conducted no more than 5 years after a DoD VI production's completion. Subsequent currency reviews shall be conducted no more than every 3 years thereafter.

6.8.4. ASD(PA) shall notify an OSD OPR when a VI production for which the OPR is responsible is due for currency review. The OPR shall then review the production for content currency. The OPR shall declare the production current if it reflects current policies and procedures, or noncurrent if it does not. If declared noncurrent, the production shall be removed from the active DoD inventory and no longer reviewed for currency.

6.9. Procedure Checklist. See enclosure 5.

7. INFORMATION REQUIREMENTS

7.1. The DD Form 1995, used to initiate VI productions and manage their lifecycle, has been assigned Report Control Symbol DD-PA(AR)1381 in accordance with DoD 8910.1-M (reference (f)).

7.2. The Online Post-Distribution Evaluation Instrument referred to in this Instruction is exempt from licensing in accordance with subparagraph C4.4.4. of DoD 8910.1-M (reference (f)).

8. EFFECTIVE DATE AND IMPLEMENTATION

This instruction is effective immediately.



Victoria Clarke
Assistant Secretary of Defense
for Public Affairs

Enclosures - 5

- E1. References, continued
- E2. Definitions
- E3. Exclusions
- E4. Sample DD Forms 1995
- E5. Procedure Checklist

E1. ENCLOSURE 1

REFERENCES, continued

- (e) [DoD Directive 5015.2](#), "DoD Records Management Program," March 6, 2000
- (f) [DoD 8910.1-M](#), "DoD Procedures for Management of Information Requirements," June 30, 1998
- (g) [DoD Directive 1015.1](#), "Establishment, Management, and Control of Nonappropriated Fund Instrumentalities," August 19, 1981

E2. ENCLOSURE 2

DEFINITIONS

E2.1. TERMS

The following terms are used in this Instruction:

E2.1.1. Clearance for Public Release. The determination by responsible officials that a DoD VI production and the information contained therein are not classified; do not conflict with established DoD or Federal Government policies or programs; and comply with applicable laws and regulations.

E2.1.2. DD Form 1995, "Visual Information Production Request and Report." The primary authorization and reference document used for the life-cycle management of DoD VI productions. For example, all production, distribution, and clearance instructions are derived from the information on the form.

E2.1.3. Defense Automated Visual Information System (DAVIS). An online, unrestricted, full-text searchable, standard DoD-wide database containing content-descriptive, production, acquisition, inventory, distribution, currency status, archival control, and other data on the VI productions in the DoD inventory.

E2.1.4. DoD VI Production. Any VI production created or acquired by a DoD Component.

E2.1.5. Joint Visual Information Services Distribution Activity (JVISDA). The central DoD distribution point for visual information products. It is responsible for the receipt, documentation, replication, quality control, inventory control and life-cycle management DoD VI productions and other VI end products.

E2.1.6. Office of Primary Responsibility (OPR). Generally, the organization that requires a DoD VI production, seeks its creation or acquisition, and is its principal beneficiary, either directly or indirectly.

E2.1.7. Post-Distribution Evaluation (PDE) Instrument. An online questionnaire used to capture specific post-production evaluation data compiled by OPRs on the VI productions they create or acquire. The data gathered from the Instrument is used to evaluate the effectiveness of the DoD VI Production Program, and not the effectiveness of individual OPR production programs.

E2.1.8. Production Decision Logic Table (P-DLT). An online instrument used to help determine the relative appropriateness of using the VI production as a medium to achieve a given communication objective under a given communication scenario. The P-DLT's determinations are based on research findings in the fields of instructional technology, learning theory, and other fields.

E2.1.9. Visual Information (VI). Information in the form of visual or pictorial representations of person(s), place(s), and/or thing(s), either with or without sound. VI includes still photographs, digital still images, motion pictures, analog and digital video recordings, and hand-or-computer-generated graphic arts objects and animations that depict real or imaginary person(s), place(s), and/or thing(s), and related captions, overlays, and intellectual control data. VI excludes alphabetic, symbolic, or coded data (such as printed text, signals, signs, maps and other geodetic products, numerical data, and icons), unless these items are part of larger pictorial representations, or contain pictorial representations (such as maps that include pictures). VI also excludes graphic arts that depict objects other than persons, places, or things (such as organizational structures, symbols, process flows, quantitative data, logical relationships, or abstractions).

E2.1.10. VI Production. The result of sequencing, according to a plan or script, original and/or existing still and/or motion images, with or without sound, into a self-contained, complete, linear presentation for conveying information to, or communicating with, an audience. Typically, VI productions are recorded continuously, or edited so as to appear as if recorded continuously onto a motion medium, such as film or videotape, for replication and/or time-delayed playback, but they may also be presented in real time.

E3. ENCLOSURE 3

EXCLUSIONS

E3.1. CONTENT-RELATED EXCLUSIONS

Except as provided at section E3.4., below, the provisions of this Instruction do not apply to DoD VI productions:

E3.1.1. Generated for a surveillance, reconnaissance, or intelligence purpose, or consisting primarily of surveillance, reconnaissance, or intelligence imagery.

E3.1.2. Generated pursuant to criminal investigations and other legal evidentiary procedures. Examples: A production depicting re-enactment of a crime to demonstrate to a jury how the accused committed the crime, or a documentary depicting how evidence in a specific case was handled.

E3.1.3. Generated to support research, including medical research, and development, test, and evaluation. Examples: Productions depicting research design, developmental accomplishments and problems, testing methodologies, or evaluation criteria and results.

E3.2. ORGANIZATION-RELATED EXCLUSIONS

Except as provided at section E3.4., below, the provisions of this Instruction do not apply to the Armed Forces Radio and Television Service.

E3.3. PRODUCTION-TYPE EXCLUSIONS

The provisions of this Instruction do not apply to:

E3.3.1. Productions acquired from commercial sources by or for:

E3.3.1.1. DoD Dependent Schools.

E3.3.1.2. Morale, Welfare, and Recreation (MWR) activities.

E3.3.1.3. Education centers.

E3.3.1.4. Non-VI libraries controlled by reference (g).

E3.3.2. Productions funded and reported as an integral part of a recruiting advertising contract.

E3.4. EXCEPTIONS

The provisions of this Instruction apply, without regard to the exclusions above, to DoD VI productions, which are historical accounts or documentaries of:

E3.4.1. News events reported in the media.

E3.4.2. Combat operations.

E3.4.3. The physical and environmental effects of combat, terrorist activities, or natural disasters.

E3.4.4. The physical environment in which military operations took place.

E3.4.5. The activities, visits, or presence of distinguished visitors at sites of military operations.

E3.4.6. War crimes, acts of terrorism or sabotage, aircraft crashes, accidental firings or launchings of major weapons, ship collisions or sinkings, or nuclear weapons mishaps.

E3.4.7. Crimes, motor vehicle accidents, workplace accidents or other incidents that involve DoD personnel or take place on DoD sites or facilities, and that:

E3.4.7.1. Involved distinguished visitors.

E3.4.7.2. Resulted in deaths or life-threatening injuries.

E3.4.7.3. Resulted in significant damage to DoD property or facilities, or to a large number of vehicles.

E3.4.7.4. Resulted in major courts martial, civilian criminal prosecutions, or lawsuits for significant property damage.

E3.4.7.5. Attracted the non-routine attention of local or national news media.

E3.4.8. Ceremonies, parades or other events that marked significant:

E3.4.8.1. Changes of command or retirements.

E3.4.8.2. Presentations of honors or awards.

E3.4.8.3. Aircraft or other major equipment rollouts.

E3.4.8.4. Ship launchings, christenings, commissionings, or decommissionings.

E3.4.9. International-level sporting events (including DoD support of or participation in such events).

E3.4.10. Celebrity entertainment events (including DoD support of or participation in such events, or events that took place at DoD facilities, bases, installations, or field sites).

E3.4.11. Professional conferences, meetings, or seminars, or other presentations that involved:

E3.4.11.1. Present or former flag rank officers or senior civilian officials.

E3.4.11.2. Recognized authorities in a field of military interest.

E3.4.11.3. Participants in or eyewitnesses to historically important events within the Department of Defense or relating to subjects of major DoD or national news media interest.

E3.4.11.4. Present or former DoD personnel who achieved media fame or notoriety.

E3.4.12. First launches, flights, or other uses of major pieces of equipment, major mishaps or malfunctions involving such equipment, or the appearance of phenomena of scientific importance.

E3.4.13. Other events or activities of historical significance.

E4. ENCLOSURE 4
SAMPLE DD FORM 1995

Figure E4.F1. Section I

Created/Edited on: Fri Jun 16 14:48:10 CDT 2000

By: frasier.dyess.af.mil

View Purpose of Form 1995

View When to Use Form 1995

View Notes

For Help on any given field, select the Name of the field with your mouse (i.e. 1. TITLE).













New Record: 	Update of Existing Record: 
Control Number: 58	
SECTION I - TO BE COMPLETED BY OFFICE OF PRIMARY RESPONSIBILITY (OPR) (See Note 4)	
1. TITLE T-38 TOLD and Abort Decisions	2. SERIES TITLE AND PART
3. PURPOSE To educate T-38  aircrews on takeoff and landing data and how it 	
PRESENTATION SCENARIO 1. Classrooms  2. Indefinitely 3. Large-screen projector 4. Both 5. 	
4. DESCRIPTION/SYNOPSIS Using voiceover  narrative, video, and animation, the production will 	
5. PRODUCTION OBJECTIVE(X one) Education and Training 	
6. PRIMARY AUDIENCE T-38 aircrews	
7. SECURITY CLASSIFICATION(X one) Unclassified 	8. CLASSIFIED BY
	9. DECLASSIFIED ON(YYYYMMDD)
10a. DOWNGRADED TO 	10b. ON(YYYYMMDD)
11. INITIAL DISTRIBUTION(X one) Major Command 	12. INITIAL DISTRIBUTION LIST(X one) Attached 

Figure E4.F1. Section I. (continued)

IF ATTACHING A DISTRIBUTION LIST, ENTER IT HERE:		
Det ▲ 4/ACC TRSS 744 Delaware Ave. Suite 201 ▼ <div style="text-align: center;">Print List</div>		
13. DISTRIBUTION MEDIUM(<i>X as applicable</i>) a. VIDEO b. DIGITAL c. ELECTRONIC <input type="checkbox"/> HI8 <input type="checkbox"/> CD <input type="checkbox"/> Broadcast <input checked="" type="checkbox"/> VHS <input type="checkbox"/> DVD <input type="checkbox"/> WWW <input type="checkbox"/> BETA <input type="checkbox"/> Other <input type="checkbox"/> Other <input type="checkbox"/> DV <input type="checkbox"/> Other		14. COMMENTS This video updates PIN 613412 (of the same name). Previous production is obsolete due to a ▲ ▼
15. OFFICE OF PRIMARY RESPONSIBILITY/REQUESTOR		
a. POINT OF CONTACT NAME(<i>Last, First, Middle Initial</i>)		
Brantley, Chris		
b. MAILING ADDRESS(<i>Street, Suite Number, City, State, ZIP Code</i>)		
Det4/ACC TRSS/T-38SME ▲ 744 Delaware Ave, Suite 201 Holloman AFB, NM 88330 ▼		
c. Telephone(<i>include Area Code</i>)		d. FAX NUMBER(<i>include Area Code</i>)
DSN 572-5435		DSN 572-5437
e. EMAIL ADDRESS		
chris.brantley@holloman.af.mil		
16. COMPONENT(<i>X one</i>)		17. DATE REQUIRED(<i>YYYYMMDD</i>)
Air Force ▼ If "Other" is checked above, describe: <div style="text-align: right;">▲</div> <div style="text-align: right;">▼</div>		
18. COMMUNICATION TO MY INTENDED AUDIENCE OF THE MESSAGE(S) IN THE VI PRODUCTION I AM HEREBY REQUESTING:		
<ul style="list-style-type: none"> • IS MISSION ESSENTIAL. • CANNOT BE ADEQUATELY ACCOMPLISHED BY ANY VI PRODUCTION IN THE EXISTING DOD INVENTORY(<i>See Note 2</i>). • AMONG ALL MEDIA, IS BEST ACCOMPLISHED WITH A VI PRODUCTION. 		
a. NAME OF HEAD OF OPR OR REPRESENTATIVE(<i>Last, First, Middle Initial</i>)		
Brantley, Chris		
b. RANK	c. POSITION	
Lt Col	TRSS T-38 Warfare Officer	

Figure E4.F1. Section I. (continued)

d. Telephone(Include Area Code)	e. FAX NUMBER(Include Area Code)
DSN 572-5435	DSN 572-5437
f. EMAIL ADDRESS	
chris.brantley@holloman.af.mil	
g. SIGNATURE	h. DATE SIGNED(YYYYMMDD)
<input checked="" type="radio"/> Yes <input type="radio"/> No	20000616
The Interactive DD Form 1995 should be printed, signed in block #18g by the head of the OPR or representative and kept on file.	
SECTION I STATUS: <input type="radio"/> Open <input checked="" type="radio"/> Complete	
Preview/Print	
NOTE: If you select Preview/Print, you MUST use your Browser's Back button to return to this form and then select "Submit Form" below to have the completed form committed to the database.	

Figure E4.F1. Section II

Created/Edited on: Fri Jun 16 15:38:27 CDT 2000

By: dhcp-017101.scott.af.mil

View Purpose of Form 1995**View When to Use Form 1995****View Notes**

For Help on any given field, select the Name of the field with your mouse (i.e. a. NAME).

New Record: <input type="radio"/>		Update of Existing Record: <input checked="" type="radio"/>	
SECTION II - TO BE COMPLETED BY SUPPORTING VISUAL INFORMATION ACTIVITY			
19. POINT OF CONTACT			
a. NAME (Last, First, Middle Initial)			
Hensley, Carmen G.			
b. MAILING ADDRESS (Street, Suite Number, City, State, ZIP Code)			
HQ AFCA/ITIV			
203 West Losey Street Scott AFB, IL.			
62225-5222			
c. Telephone (Include Area Code)		d. FAX NUMBER (Include Area Code)	
618 256-3487, DSN 5		618 256-8758, DSN 5	
e. EMAIL ADDRESS			
carmen.hensley@scott.af.mil			
20. PRODUCTION IDENTIFICATION NUMBER (PIN) (For other than local productions)		21. INTERNAL CONTROL NUMBER (ICN)	
614020			
22. PRODUCTION APPROVAL NUMBER (PAN) (For local productions)		23. PROJECTED PRODUCTION COST (See Note 5)	
		\$6,000	
COMMENTS			
SECTION II STATUS: <input type="radio"/> Open <input checked="" type="radio"/> Complete			
SECTION III - TO BE COMPLETED BY PRODUCTION ACTIVITY/JVIS CONTRACTING ACTIVITY			
24. PRODUCTION ACTIVITY/FIRM/VENDOR			
a. ACTIVITY NAME (Select one from the list)		If "Other" is checked, describe:	

Figure E4.F1. Section III

Created/Edited on: Tue Jun 27 7:35:09 CDT 2000

By: pmlewis.afis.osd.mil

View Purpose of Form 1995**View When to Use Form 1995****View Notes**

For Help on any given field, select the Name of the field with your mouse
(i.e. a. ACTIVITY NAME).

New Record: <input type="radio"/>		Update of Existing Record: <input checked="" type="radio"/>	
SECTION III - TO BE COMPLETED BY PRODUCTION ACTIVITY/JVIS CONTRACTING ACTIVITY			
24. PRODUCTION ACTIVITY/FIRM/VENDOR			
a. ACTIVITY NAME		b. DEFENSE VI ACTIVITY NUMBER (DVIAN)	
c. POINT OF CONTACT NAME (Last, First, Middle Initial)			
d. MAILING ADDRESS (Street, Suite Number, City, State, ZIP Code)			
e. Telephone (Include Area Code)		f. FAX NUMBER (Include Area Code)	
g. EMAIL ADDRESS			
25. FINAL PRODUCTION COST (See Note 5)		26. PRODUCED BY (X one)	
		DOD/Government <input type="button" value="v"/>	
27. DATE CANCELLED (YYYYMMDD)		28. PRODUCTION LENGTH	
29. DATE PRODUCTION COMPLETED (YYYYMMDD)		30. QUANTITY TO BE DISTRIBUTED	
31. PUBLIC CLEARANCE (X one)			
Cleared for Public Exhibition/Sale <input type="button" value="v"/>			
32. DUPLICATION RIGHTS (X one)		LIMITED TO (If Limited)	
Government Only <input type="button" value="v"/>			
33. CAPTIONING (X one)			
None <input type="button" value="v"/>			
SECTION III STATUS: <input checked="" type="radio"/> Open <input type="radio"/> Complete			

Figure E4.F1. Section IV

Created/Edited on: Tue Jun 27 7:35:56 CDT 2000

By: pmlewis.afis.osd.mil

View Purpose of Form 1995**View When to Use Form 1995****View Notes**

**For Help on any given field, select the Name of the field with your mouse
(i.e. a. ACTIVITY NAME).**

New Record: <input type="radio"/>		Update of Existing Record: <input checked="" type="radio"/>	
SECTION IV - TO BE COMPLETED BY DISTRIBUTION ACTIVITY			
34. DISTRIBUTION ACTIVITY			
a. ACTIVITY NAME:			
b. MAILING ADDRESS(Street, Suite Number, City, State, ZIP Code)			
c. Telephone(Include Area Code)		d. FAX NUMBER(Include Area Code)	
e. EMAIL ADDRESS		35. DATE PRODUCTION DISTRIBUTED(YYYYMMDD)	
36. LOCATION OF ORIGINAL MASTERS			
a. MAILING ADDRESS(Street, Suite Number, City, State, ZIP Code)			
b. Telephone(Include Area Code)		c. FAX NUMBER(Include Area Code)	
d. EMAIL ADDRESS			
SECTION IV STATUS: <input checked="" type="radio"/> Open <input type="radio"/> Complete			

Figure E4.F1. Section V

Created/Edited on: Tue Jun 27 7:36:48 CDT 2000

By: pmlewis.afis.osd.mil

View Purpose of Form 1995**View When to Use Form 1995****View Notes**

**For Help on any given field, select the Name of the field with your mouse
(i.e. 37. DATE RECEIVED AT RECORDS CENTER).**

New Record: <input type="radio"/>	Update of Existing Record: <input checked="" type="radio"/>
SECTION V - TO BE COMPLETED BY RECORDS CENTER	
37. DATE RECEIVED AT RECORDS CENTER(YYYYMMDD) 20000627	38. FINAL DISPOSITION _____
39. DATE SHIPPED TO NARA(YYYYMMDD) _____	40. DATE OF DISPOSAL(YYYYMMDD) _____
41. POC EMAIL ADDRESS _____	
SECTION V STATUS: <input checked="" type="radio"/> Open <input type="radio"/> Complete	

Figure E4.F2. DD Form 1995, APR 1998 (EG)

VISUAL INFORMATION (VI) PRODUCTION REQUEST AND REPORT		NEW RECORD UPDATE OF EXISTING	REPORT CONTROL SYMBOL DD-PA(AR)1381
PURPOSE: The Visual Information (VI) Production Request and Report is the primary source document for the DAVIS database and lifecycle management of DoD VI productions (See Notes 1, 2 and 3). The information provided by this form is used to support DoD customer access to VI productions. It is also used to validate production content, establish viewing restrictions, track subject matter currency, and avoid duplication of productions. WHEN TO USE THIS FORM: Completion of a VI Production Request and Report is required for all DoD VI productions, regardless of purpose, subject matter, intended audience, distribution method, presentation format, cost, scope, security classification, perishability, or production source, except as provided in DoD Directive 5040.2.			
SECTION I - TO BE COMPLETED BY OFFICE OF PRIMARY RESPONSIBILITY (OPR) (See Note 4)			
1. TITLE		2. SERIES TITLE AND PART	
3. PURPOSE			
4. DESCRIPTION/SYNOPSIS			
5. PRODUCTION OBJECTIVE (X one) <input type="checkbox"/> EDUCATION AND TRAINING <input type="checkbox"/> INTERNAL INFORMATION <input type="checkbox"/> PUBLIC INFORMATION		<input type="checkbox"/> RECRUITING <input type="checkbox"/> RDT&E <input type="checkbox"/> INTELLIGENCE, RECONNAISSANCE, CRIMINAL INVESTIGATION AND COMMUNICATIONS SECURITY <input type="checkbox"/> COMBAT READINESS <input type="checkbox"/> INSTALLATION SUPPORT <input type="checkbox"/> MEDICAL <input type="checkbox"/> OTHER	
6. PRIMARY AUDIENCE			
7. SECURITY CLASSIFICATION (X one) <input type="checkbox"/> UNCLASS <input type="checkbox"/> CONFIDENTIAL <input type="checkbox"/> SECRET <input type="checkbox"/> TOP SECRET <input type="checkbox"/> OTHER		8. CLASSIFIED BY 9. DECLASSIFY ON (YYYYMMDD) 10a. DOWNGRADE TO 10b. ON (YYYYMMDD)	
11. INITIAL DISTRIBUTION (X one) <input type="checkbox"/> LOCAL <input type="checkbox"/> MAJOR COMMAND <input type="checkbox"/> SERVICE AGENCY <input type="checkbox"/> DOD <input type="checkbox"/> OTHER		12. INITIAL DISTRIBUTION LIST (X one) <input type="checkbox"/> ATTACHED <input type="checkbox"/> TO BE PROVIDED PRIOR TO PROJECT COMPLETION	
13. DISTRIBUTION MEDIUM (For example, videotape, CD-ROM, broadcast, etc.)		14. COMMENTS	
15. OFFICE OF PRIMARY RESPONSIBILITY/REQUESTER			
a. POINT OF CONTACT NAME (Last, First, Middle Initial)		b. MAILING ADDRESS (Street, Suite Number, City, State, ZIP Code)	
c. TELEPHONE (Include Area Code)	d. FAX NUMBER (Include Area Code)		
e. E-MAIL ADDRESS			
16. COMPONENT (X one) <input type="checkbox"/> ARMY <input type="checkbox"/> NAVY <input type="checkbox"/> AIR FORCE <input type="checkbox"/> MARINE CORPS <input type="checkbox"/> OTHER			17. DATE REQUIRED (YYYYMMDD)
18. COMMUNICATION TO MY INTENDED AUDIENCE OF THE MESSAGE(S) IN THE VI PRODUCTION I AM HEREBY REQUESTING: - IS MISSION ESSENTIAL. - CANNOT BE ADEQUATELY ACCOMPLISHED BY ANY VI PRODUCTIONS IN THE EXISTING DOD INVENTORY. - AMONG ALL MEDIA, IS BEST ACCOMPLISHED WITH A VI PRODUCTION.			
a. NAME OF HEAD OF OPR OR REPRESENTATIVE (Last, First, Middle Initial)		b. RANK	c. POSITION
d. TELEPHONE (Include Area Code)	e. FAX NUMBER (Include Area Code)	f. E-MAIL ADDRESS	
g. SIGNATURE			h. DATE SIGNED
NOTES: Note 1: DoD Directive 5040.2, "Visual Information (VI)", authorizes and prescribes the use of the Visual Information Production Request and Report and provides additional information on its use. Note 2: Defense Automated Visual Information System (DAVIS) < http://dodimagery.afm.mil/ >. An on-line, unrestricted, full-text searchable, standard DoD-wide database containing content-descriptive, production, acquisition, inventory, distribution, currency status, archival control and other data on the VI productions in the Department of Defense inventory.			

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PREVIOUS EDITION IS OBSOLETE.

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Figure E4.F2. DD Form 1995 (Back), APR 1998 (EG)

SECTION II - TO BE COMPLETED BY SUPPORTING VISUAL INFORMATION ACTIVITY			
19. POINT OF CONTACT		b. MAILING ADDRESS (Street, Suite Number, City, State, ZIP Code)	
a. NAME (Last, First, Middle Initial)	c. TELEPHONE (Include Area Code)	d. FAX NUMBER (Include Area Code)	
	e. E-MAIL ADDRESS		
20. PRODUCTION IDENTIFICATION NUMBER (PIN) (For other than local productions)	21. INTERNAL CONTROL NUMBER (ICN)	22. PRODUCTION APPROVAL NUMBER (PAN) (For local productions)	23. PROJECTED PRODUCTION COST (See Note 5)
SECTION III - TO BE COMPLETED BY PRODUCTION ACTIVITY/JVIS CONTRACTING ACTIVITY			
24. PRODUCTION ACTIVITY/FIRM/VENDOR		h. DEFENSE VI ACTIVITY NUMBER (DVAN)	
a. ACTIVITY NAME			
e. POINT OF CONTACT NAME (Last, First, Middle Initial)		i. MAILING ADDRESS (Street, Suite Number, City, State, ZIP Code)	
f. TELEPHONE (Include Area Code)	g. FAX NUMBER (Include Area Code)		
g. E-MAIL ADDRESS			
25. FINAL PRODUCTION COST (See Note 5)	26. PRODUCED BY (X one) <input type="checkbox"/> DOD GOVERNMENT <input type="checkbox"/> CONTRACT PRODUCED <input type="checkbox"/> COMMERCIAL OFF-THE-SHELF		
27. DATE CANCELLED (YYYYMMDD)	28. PRODUCTION LENGTH	29. DATE PRODUCTION COMPLETED (YYYYMMDD)	30. QUANTITY TO BE DISTRIBUTED
31. PUBLIC CLEARANCE (X one) <input type="checkbox"/> CLEARED FOR PUBLIC EXHIBITION/SALE <input type="checkbox"/> NOT CLEARED FOR PUBLIC EXHIBITION/SALE <input type="checkbox"/> CLEARED FOR NONPROFIT/PUBLIC ONLY		32. DUPLICATION RIGHTS (X one) <input type="checkbox"/> GOVERNMENT ONLY <input type="checkbox"/> DOD ONLY <input type="checkbox"/> LIMITED RIGHTS <input type="checkbox"/> UNLIMITED RIGHTS <input type="checkbox"/> NO REPRODUCTION RIGHTS <input type="checkbox"/> LIMITED TO (If Limited)	
		33. CAPTIONING (X one) <input type="checkbox"/> NONE <input type="checkbox"/> OPEN <input type="checkbox"/> CLOSED	
SECTION IV - TO BE COMPLETED BY DISTRIBUTION ACTIVITY			
34. DISTRIBUTION ACTIVITY		b. MAILING ADDRESS (Street, Suite Number, City, State, ZIP Code)	
a. ACTIVITY NAME			
c. TELEPHONE (Include Area Code)	d. FAX NUMBER (Include Area Code)		
e. E-MAIL ADDRESS		35. DATE PRODUCTION DISTRIBUTED (YYYYMMDD)	
36. LOCATION OF ORIGINAL MASTERS			
a. MAILING ADDRESS (Street, Suite Number, City, State, ZIP Code)		b. TELEPHONE (Include Area Code)	c. FAX NO. (Include Area Code)
		d. E-MAIL ADDRESS	
SECTION V - TO BE COMPLETED BY RECORDS CENTER			
37. DATE RECEIVED AT RECORDS CENTER (YYYYMMDD)		38. FINAL DISPOSITION	
39. DATE SHIPPED TO NARA (YYYYMMDD) (Note 6)		40. DATE OF DISPOSAL (YYYYMMDD)	
NOTES: (Continued) Note 3: VI Production. The result of sequencing, according to a plan or script, original and/or existing still and/or motion images, with or without sound, into a self-contained, complete, linear presentation for the purpose of conveying information to, or communicating with an audience. Typically, VI productions are recorded continuously, or edited to appear as if recorded continuously onto a motion medium, such as film or videotape, for replication and/or time-delayed playback, but they may also be presented in real time. Note 4: Office of Primary Responsibility (OPR). The organization which requires a VI production, seeks its creation or acquisition, and is its principal beneficiary, either directly or indirectly. Note 5: OASD(PA) review and concurrence is required when expenditures exceed \$100,000. This review is required regardless of purpose, subject matter, intended audience, distribution method, presentation format, scope, security classification, perishability, or production source, except as provided in DoD Directive 5040.2. Note 6: National Archives and Records Administration.			

DD FORM 1995 (BACK), APR 1998

E5. ENCLOSURE 5PROCEDURE CHECKLIST

<u>When</u>	<u>Who</u>	<u>What</u>	<u>See</u>
Upon identification of the requirement for a VI production	OPR	Develop requirement	Section I, DD Form 1995
Before requesting creation or acquisition of a VI production to satisfy the requirement	OPR	Search the Defense Automated Visual Information System (DAVIS)	Paragraph 6.1.
If the DAVIS search does not yield a VI production that can satisfy the requirement	OPR	Work through the Production Decision Logic Table (P-DLT)	Paragraph 6.2.
If the P-DLT indicates use of the VI production medium is appropriate to the requirement	OPR	Complete Section I, DD Form 1995	Paragraph 6.3.
Upon completion of Section I of DD Form 1995	OPR	Attach a P-DLT Report and submit the form to the Supporting VI Activity	Paragraph 6.3.
Upon receipt of DD Form 1995 from the OPR	Supporting VI Activity	Complete Section II, DD Form 1995	Paragraph 6.3.
If projected production Cost exceeds \$100,000	OPR	Secure ASD(PA) concurrence	Paragraph 6.4.
If projected production cost does not exceed \$100,000, or exceeds \$100,000 and ASD(PA) concurrence has been secured	Supporting VI Activity	Assign the VI production to a production or contracting activity for completion	Paragraphs 6.3. and 6.4. and DD Form 1995
If projected production Cost did not exceed \$100,000 but actual production cost does	Production or Contracting Activity	Halt spending and notify OPR	Paragraph 6.4.
If notified that actual production cost has exceeded \$100,000	OPR	Secure ASD(PA) concurrence	Paragraph 6.4.
Upon completion of the new VI production	OPR	Seek clearance for public release	Paragraph 6.6.
120 days after distribution	OPR	Conduct Post-Distribution Effectiveness (PDE) Evaluation	Paragraph 6.7.
When notified	OPR	Conduct currency review	Paragraph 6.8.